

PATENT
Serial No. 09/815,856
Amendment in Reply to Advisory Action of September 8, 2005

IN THE CLAIMS

Please amend claims 1, 4-5, 8, 11-12, 15-17 and 21-22 as follows:

1 1. (Currently Amended) A method for making a recommendation in
2 a lifestyle recommendation machine, the method comprising the steps
3 of:

4 generating a user providing a celebrity profile of a celebrity
5 to based on explicit and/or implicit directions of a user;
6 making a recommendation to the user for an item, service,
7 and/or event based on the user celebrity profile;

8 and

9 reporting the recommendation to the user through a celebrity
10 agent the celebrity while simultaneously displaying an image of the
11 celebrity agent.

1 2. (Original) The method of claim 1, wherein the
2 recommendation is a recommendation of television programming.

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Claim 3 (Cancelled)

1 4. (Currently Amended) The method of claim 1, wherein the
2 | image is a video of the celebrity agent and the reporting step
3 | comprises playing accompanying audio which announces the
4 | recommendation.

1 5. (Currently Amended) The method of claim 1, wherein the
2 | image is a still image of the celebrity agent.

1 6. (Original) The method of claim 5, wherein the reporting
2 | step further comprises displaying a textual message which announces
3 | the recommendation.

1 7. (Original) The method of claim 5, wherein the reporting
2 | step further comprises playing accompanying audio which announces
3 | the recommendation.

1 8. (Currently Amended) A lifestyle recommendation device
2 | comprising:

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3 means for generating a user providing a celebrity profile of a
4 celebrity based on explicit and/or implicit directions of to a
5 user;

6 means for making a recommendation to the user for an item,
7 service, and/or event based on the user celebrity profile; and
8 reporting means for reporting the recommendation to the user
9 through a celebrity agent the celebrity while simultaneously
10 displaying an image of the celebrity agent.

1 9. (Original) The device of claim 8, wherein the lifestyle
2 recommendation device is a television programming storage device.

Claim 10 (Cancelled)

1 11. (Currently Amended) The device of claim 8, wherein the
2 image is a video of the celebrity agent and the reporting step
3 comprises playing accompanying audio which announces the
4 recommendation.

1 12. (Currently Amended) The device of claim 8, wherein the

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2 | image is a still image of the celebrity agent.

1 13. (Original) The device of claim 12, wherein the reporting
2 means further comprises means for displaying a textual message
3 which announces the recommendation.

1 14. (Original) The device of claim 12, wherein the reporting
2 means further comprises means for playing accompanying audio which
3 announces the recommendation.

1 15. (Currently Amended) A program storage device readable by
2 machine, tangibly embodying a program of instructions executable by
3 the machine to perform method steps for making a recommendation in
4 a lifestyle recommendation machine, the method comprising the steps
5 of:

6 generating a user providing a celebrity profile of a celebrity
7 to based on explicit and/or implicit directions of a user;
8 making a recommendation to the user for an item, service,
9 and/or event based on the user celebrity profile; and
10 reporting the recommendation to the user through a celebrity

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11 | agent the celebrity while simultaneously displaying an image of the
12 | celebrity agent.

1 16. (Currently Amended) A computer program product embodied in
2 a computer-readable medium for making a recommendation in a
3 lifestyle recommendation machine, the computer program product
4 comprising:

5 computer readable program code means for generating a user
6 providing a celebrity profile of a celebrity to based on explicit
7 and/or implicit directions of a user;

8 computer readable program code means for making a
9 recommendation to the user for an item, service, and/or event based
10 on the user celebrity profile; and

11 computer readable program code means for reporting the
12 recommendation to the user through a celebrity agent the celebrity
13 while simultaneously displaying an image of the celebrity agent.

1 17. (Currently Amended) A method for making a recommendation
2 in a lifestyle recommendation machine, the method comprising the
3 steps of:

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4 substituting a user profile based on explicit and/or implicit
5 directions of a user with a celebrity profile of a celebrity;
6 making a recommendation for an item, service, and/or event
7 based on the celebrity profile; and
8 reporting the recommendation to the user through a ~~celebrity~~
9 ~~agent~~ ~~the celebrity~~ while simultaneously displaying an image of the
10 ~~celebrity~~ ~~agent~~.

1 18. (Original) The method of claim 17, wherein the
2 substituting step comprises downloading the celebrity profile from
3 an external source.

Claims 19-20 (Cancelled)

1 21. (Currently Amended) The method of claim 17, wherein the
2 image is a video of the ~~celebrity~~ ~~agent~~ and the reporting step
3 comprises playing accompanying audio which announces the
4 recommendation.

1 22. (Currently Amended) The method of claim 17, wherein the

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2 | image is a still image of the celebrity-agent.

1 23. (Previously Presented) The method of claim 17, wherein the
2 reporting step further comprises displaying a textual message which
3 announces the recommendation.

1 24. (Previously Presented) The method of claim 17, wherein the
2 reporting step further comprises playing accompanying audio which
3 announces the recommendation.